LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
AD# BCK208-D1 REQ# M19880 "BUCK STOPS HERE" PG 4/C (5-5/8 X 7-3/4) T.V. GUIDE, 1991
Printed in U.S.A.

THE BUCK STOPS HERE

Full rich flavor, not full price.

Available in Kings & King Lights.

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SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

Mfr's. suggested retail price.
Kings Lights: 11 mg "tar," 0.7 mg nicotine — Kings: 14 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.

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